

**2024 WBE Star Award Application**

**\***NOTE: Only ONE application can be submitted per region.

Every year our organization celebrates its outstanding WBEs. The Star Award recognizes the top certified woman-owned businesses that have contributed to WBEC Metro NY, have championed other women in business and developed innovative solutions to doing business with Corporations.

**The 2024 Star Award winner will receive:**

* Recognition at the 25th Anniversary Grand Gala-xy Luncheon on Friday September 20, 2024.
* Profile on the organization website.
* Opportunity for a spokesperson role at Metro NY Educational Programs.
* Participation on the 2025 Awards Committee.

**The WBE Star award is presented to an outstanding WBEC Certified Metro NY WBE company (not an individual) which demonstrate the following criteria:**

* Has previously or is currently doing business with a WBENC Corporate Sponsor and has participated in the Done Deals™ Program
* Utilizes innovative solutions to leverage WBENC Certification
* Has actively attended and participated in Metro NY events & programs
* Demonstrates involvement with the Metro NY (volunteer service, in-kind support, event sponsorship, committee participation, panelist participation etc.)
* Actively supports fellow certified WBEs

The WBE company receiving this award will be recognized for the following criteria, based on a point system:

1. Involvement in Metro NY – **15 points**
2. WBE Experience – **25 points**
3. Support of other WBE Businesses – **15 points**
4. WBE Customer Value – **15 points**
5. Recommendation and Reference Information – **30 points**

**Application Process:**

* Answers to application questions should reflect activity for the 2023 calendar year.
* Nominee WBEs are encouraged to apply for this award and recommend that other WBEs to apply if they meet the above criteria.
* In order to apply, the WBE must answer all application questions and submit one letter of recommendation from a corporation or WBE to address the above criteria.
* All application materials should be submitted no later than **Friday June 28, 2024.**
* Applications will be reviewed by a committee and finalists will be notified by **Friday August 9, 2024**Please note that WBEs **cannot** win the same award in two consecutive years.

**Additional Information/Instructions:**

* Answers should not exceed one page per question.
* All sections should be completed in the format most appropriate for your response, e.g. narrative, outline, etc.
* Full application, including questionnaire responses and letter of recommendation must be submitted in one complete package. Materials **will not** be accepted if submitted separately.
* Additional materials such as photographs, brochures, and marketing materials will not be accepted.
* Application, company logo and headshot of person who would accept the award should be emailed to:   
  **WBEC Metro NY Awards at** [**awardsny@wbecmetrony.org**](http://awardsny@wbecmetrony.org)

**Nominee Name:**

**Company:**

**Nominee Email Address:**

* 1. **Involvement with Metro NY**

Please assess the level of your past year’s involvement with Metro NY. Include information on the events you attended, Done Deals™ reported, marketing methods for WBENC certification, volunteer efforts, in-kind services, referrals, committee participation, etc.

**Select all that apply:**

Attended Breakthrough Breakfast

Attended additional educational programs

Referred another woman business owner to Metro NY

Volunteered time and/or expertise to Metro NY

Placed the WBENC Seal and/or woman-owned logo on product, marketing materials, and/or website

Reported Done DealsTM

Referred a corporate client (who is not a current Metro NY corporate member) to Metro NY

Presented at a Lunch with the Experts Webinar

Presented at a Metro NY educational program

Sponsored a Metro NY program/event

Other Metro NY collaborations

Served on a committee

Represented Metro NY at the National Level (i.e. Host Committee, Forum, Advisory Committee, etc.)

None of the Above

In no more than, 50 words, please share any additional involvement information you would like to share.

* 1. **WBE Value**
     1. In 200 words or less, please describe what does being part of the Metro NY ecosystem means to your company and what would winning this award mean to you and your company.
     2. What innovative strategies has your company used to leverage your certification? Include any strategies you’ve used to market your certification that you believe is relevant to this award.
  2. **Support of other WBE Businesses**

Please explain how your business utilizes or partners with other WBEs and/or other diverse vendors (up to 3 examples).

* 1. **WBE Customer Value**
     1. i. Who are your company’s top three clients?

ii. Do they require you to have WBENC certification as a supplier?

* + 1. Has your company done business with Metro NY corporate member(s) in the last year? Tell us about it in 50 words or less.
    2. Has your company done business with Metro NY WBE(s) in the last year? Tell us about it in 50 words or less.
  1. **Recommendation and Reference Information**

Please attach your letter of recommendation from a corporation or WBE that addresses how you fulfill the award criteria when you submit your application.